

This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

1. (Currently Amended) A computer-implemented method for generating an image, the method comprising:

displaying a markup language shape on a display screen, the markup language shape having a pattern fill element, the pattern fill element having an associated image applied as pattern content filling the markup language shape, the pattern fill element further having an associated first pattern color and an associated second pattern color wherein only the first pattern color and the second pattern color are used in rendering the pattern content, wherein the image applied as pattern content comprises only multiple shades of a color formed by a combination of only a first component color and a second component color and having at least some intermediate shades generated by proportions of both the first component color and the second component color, and wherein the image applied as the pattern content is rendered such that the first pattern color is applied as the first component color of the image and the second pattern color is applied as the second component color;

associating a first color and a second color with a fill sub-element of a markup language shape element, the fill sub-element capable of accepting pattern fill content;

applying a grayscale image as pattern fill content of the fill sub-element, the grayscale image containing multiple color tones based only on the combination of a first component color and a second component color, the first component color set to the first color and the second component color set to the second color, and wherein a plurality of said multiple color tones are rendered using at least some of the first component color and at least some of the second component color;

displaying at least the element to a user, the multiple color tones of the grayscale image pattern fill content of the sub-element rendered based only on a combination of the first component color and the second component color;

allowing the user to select a new first pattern color respective first and second colors from a plurality of colors to be applied to the first component color and the second component color;

receiving the user's selection of the new first pattern color;

re-rendering the image applied as the pattern content using the new first pattern color applied as the first component color of the image; and

updating the displayed markup language shape on the display screen such that the pattern fill element has the re-rendered image applied as the pattern content

updating the first color associated with the fill sub-element with the selected first color and the second color associated with the fill sub-element with the selected second color; and

displaying at least the element to a user, the multiple color tones of the grayscale image pattern fill content of the fill sub-element rendered based only on a combination of the first component color and the second component color, the first component color set to the updated first color and the second component color set to the updated second color, and wherein the plurality of said multiple color tones in said grayscale image rendered using at least some of the first component color and at least some of the second component color are rendered using the updated first component color and the updated second component color.

2-4. (canceled)

5. (Currently Amended) The method of claim 1 further comprising
incorporating the markup language shape element into an electronic product design,
and
displaying the electronic product design to a user.

6. (Currently Amended) A color image system comprising
at least one server system configured with non-transitory computer-readable memory having computer readable program instructions stored thereon for allowing a user to edit an electronic product design, the electronic product design having one or more markup language elements having a fill sub-element with respective associated first and second colors and respective grayscale image content inserted therein, the grayscale image content containing multiple color tones based only on the combination of a first component color and a second component color, the first component color set to the first color and the second component color set to the second color, and wherein a plurality of said multiple color tones are rendered

using at least some of the first component color and at least some of the second component color a markup language shape having a pattern fill element, the pattern fill element having an associated image applied as pattern content filling the markup language shape, the pattern fill element further having an associated first pattern color and an associated second pattern color wherein only the first pattern color and the second pattern color are used in rendering the pattern content, wherein the image applied as pattern content comprises only multiple shades of a color formed by a combination of only a first component color and a second component color and having at least some intermediate shades generated by proportions of both the first component color and the second component color, and wherein the image applied as the pattern content is rendered such that the first pattern color is applied as the first component color of the image and the second pattern color is applied as the second component color, the computer readable program instructions comprising

computer code for applying the respective first color associated with the fill sub-element of a respective element as the first component color of the fill sub-element and applying the respective second color associated with the fill sub-element of the respective element as the second component color of the fill sub-element;

computer code for supplying the electronic product design at least the element to a user computer for displaying on a display screen to a user such that the image applied as the pattern content is rendered such that the first pattern color is applied as the first component color of the image and the second pattern color is applied as the second component color ~~the multiple color tones of the grayscale image content rendered based only on a combination of the first component color and the second component color;~~

computer code for allowing the user to select a new first pattern color ~~respective first and second colors from a plurality of colors to be applied to the first component color and the second component color associated with the fill sub-element;~~

computer code for receiving the user's selection of the new first pattern color;
computer code for re-rendering the image applied as the pattern content using the new first pattern color applied as the first component color of the image; and

computer code for updating the displayed markup language shape on the display screen such that the pattern fill element has the re-rendered image applied as the pattern content

computer code for updating the first color associated with the fill sub-element with the selected first color and the second color associated with the fill sub-element with the selected second color; and

computer code for supplying at least the element to the user computer for display to the user such that the multiple color tones of the grayscale image pattern fill content of the fill sub-element rendered based only on a combination of the first component color and the second component color, the first component color set to the updated first color and the second component color set to the updated second color, and wherein the plurality of said multiple color tones in said grayscale image rendered using at least some of the first component color and at least some of the second component color are rendered using the updated first component color and the updated second component color.

7. (canceled)

8. (Currently Amended) The system of claim 6 wherein ~~the respective element is a markup language shape comprising a fill sub-element and the image applied as pattern content to the pattern fill element~~ is a grayscale image is applied as a pattern fill in the fill sub-element of the shape.

9. (Currently Amended) The system of claim [[7]] 6 further comprising
computer code for incorporating the respective element into an electronic product design, and
computer code for displaying the electronic product design to a user.

10. (Currently Amended) A color image generation program encoded on one or more non-transitory computer readable media and adapted to execute in a browser program running on a user computer, the program comprising

computer code adapted to display a markup language element having a fill sub-element at the user computer, the fill sub-element having a grayscale image applied as content and having a first color used as a first color component of the grayscale image and a second color used as a second color component of the grayscale image, the grayscale image containing multiple color tones based only on the combination of the first component color and the second component color and comprising a plurality of said multiple color tones rendered using at least some of the first component color and at least some of the second component color,

computer code adapted to display at least one color selection tool to the user of the user computer, and

computer code, responsive to the selection of one or two colors by the user, adapted to modify the grayscale image content by applying the one or two selected colors as one or both of the respective first component color and second component color of the grayscale image.

11. (cancelled)

12. (Previously Presented) The program of claim 10 further comprising
computer code adapted to incorporate the element into an electronic product design,
and
computer code adapted to display the electronic product design to the user.

13-15. (cancelled).

16. (Currently Amended) A computer-implemented method of displaying an electronic product design at a computer executing a browser program, the method comprising
receiving electronic product design information, the information including a markup language shape having a pattern fill element, the pattern fill element having an associated image applied as pattern content filling the markup language shape, the pattern fill element further having an associated first pattern color and an associated second pattern color wherein only the first pattern color and the second pattern color are used in rendering the pattern content, wherein the image applied as pattern content comprises only multiple shades of a

color formed by a combination of only a first component color and a second component color and having at least some intermediate shades generated by proportions of both the first component color and the second component color at least one markup language element having a fill sub-element, the fill sub-element associated with a first color and a second color and having grayscale image content, the grayscale image content containing multiple color tones based only on the combination of a first component color and a second component color and comprising a plurality of said multiple color tones rendered using at least some of the first component color and at least some of the second component color, and identifiers of a plurality of colors, and

processing the received information in the browser program to display an electronic product design to a user, the electronic design including at least the markup language shape at least one element, the image applied as the pattern content being rendered such that the first pattern color is applied as the first component color of the image and the second pattern color is applied as the second component color, the rendered image applied as the pattern content comprising only multiple shades of a color formed by a combination of only the first pattern color and the second pattern color and having at least some intermediate shades generated by proportions of both the first pattern color and the second pattern color content of the fill sub-element of the at least one element being generated by applying the associated first color of the at least one element as the first component color of the grayscale image content and the associated second color of the at least one element as the second component color of the grayscale image content.

17. (Currently Amended) The method of claim 16 further comprising
- allowing the user of the computer to select a first selected color from the plurality of colors,
- after selection of the first selected color, modifying the product design by applying the first selected color as the first or second component pattern color of at least the pattern fill element grayscale image, and
- displaying the modified displayed electronic design to the user.

18. (Previously Presented) One or more non-transitory computer readable media encoded with computer executable instructions for performing the method of claim 1.

19. (Previously Presented) The method of claim 5 further comprising allowing the user to place an order for the production of one or more products from the electronic product design.

20. (Previously Presented) One or more non-transitory computer readable media encoded with computer executable instructions for performing the method of claim 16.

21. (Previously Presented) The method of claim 17 further comprising allowing the user to place an order for the production of one or more products from the electronic product design.

22. (Currently Amended) The method of claim 17 further comprising
allowing the user of the computer to select a second selected color from the plurality of colors,
after selection of the second selected color, modifying the product design by applying the second selected color as the other of the first or second ~~component~~ pattern color of at least the pattern fill element ~~grayscale image~~, and
displaying the modified displayed electronic design to the user.

23. (New) The method of claim 1, further comprising:
receiving a selection of a new second component color;
re-rendering the image applied as the pattern content using the new first pattern color applied as the first component color of the image and the new second pattern color applied as the second component color of the image; and
updating the displayed markup language shape such that the image applied as the pattern content is re-rendered using the new first pattern color applied as the first component color of the image and the new second pattern color applied as the second component color of the image.

24. (New) The method of claim 23 further comprising

incorporating the markup language shape into an electronic product design, and displaying the electronic product design to a user.

25. (New) The system of claim 6, further comprising:

computer code for receiving a selection of a new second component color;

computer code for re-rendering the image applied as the pattern content using the new first pattern color applied as the first component color of the image and the new second pattern color applied as the second component color of the image; and

computer code for updating the displayed markup language shape such that the image applied as the pattern content is re-rendered using the new first pattern color applied as the first component color of the image and the new second pattern color applied as the second component color of the image.

26. (New) The system of claim 25, further comprising

computer code for incorporating the respective element into an electronic product design, and

computer code for displaying the electronic product design to a user.

27. (New) A method for applying an image to a pattern fill element of a markup language shape, comprising:

displaying a markup language shape, the markup language shape having a fill sub-element identified as a pattern fill element, the pattern fill element having an associated image applied as pattern content filling the markup language shape, the pattern fill element further having an associated first pattern color and an associated second pattern color wherein only the first pattern color and the second pattern color are used in rendering the pattern content, wherein the image applied as pattern content comprises only multiple shades of a color formed by a combination of only a first component color and a second component color and having at least some intermediate shades generated by proportions of both the first component color and the second component color, and wherein the image applied as the pattern content is rendered such that the first pattern color is applied as the first component color of the image and the second pattern color is applied as the second component color;

receiving a selection of a new first pattern color; and
updating the displayed markup language shape such that the image applied as the pattern content is re-rendered using the new first pattern color applied as the first component color of the image.

28. (New) The method of claim 27, further comprising
receiving a selection of a new second component color; and
updating the displayed markup language shape such that the image applied as the pattern content is re-rendered using the new first pattern color applied as the first component color of the image.